

CITY OF BURBANK

EMPLOYEE RIDESHARE & COMMUNITY OUTREACH COORDINATOR

DEFINITION

Under general direction, to coordinate the City employee rideshare program; coordinates public outreach/input activities for community development projects and related work as required.

ESSENTIAL FUNCTIONS

Plans, implements and promotes employee trip reduction programs among employees; provides staff support and liaison between the City and other agencies such as the MTA, Caltrans, Commuter Computer, SCRRRA, and AQMD; provides staff-level support to planning efforts; prepares a variety of reports and statistics including the City's AQMD annual update; oversees the activities of the employee transportation coordinators; develops and implements strategies to increase commuter ridesharing; conducts publicity related to commuter events; coordinates design and disseminates commuter documents; tabulates rideshare participation rates; prepares and analyzes surveys and data; makes oral presentations; develops program budget; prepares agendas, notices, news releases, advertisements, newsletters and other public information materials; provides public liaison services for community development projects including housing programs, business visitations, economic development activities and redevelopment activities such as formation of Project Area Committees (PAC); provides committee support services including facility arrangements and meeting summaries for public meetings, and other public outreach/input activities; may be requested to attend meetings after regular business hours; drives on City business.

MINIMUM QUALIFICATIONS

Employment Standards:

- Knowledge of - the principals of rideshare program planning, implementation, monitoring and evaluation techniques; basic marketing techniques.
- Ability to - handle highly sensitive and political issues with discretion and tact; elicit and maintain cooperation from all levels of government and the public; develop and implement strategies to achieve objectives; analyze problems and develop solutions; design and carry out an effective public relations program; prepare and administer budgets; communicate effectively both orally and in writing; make oral presentation; effectively direct the work of others without supervisory authority; establish and maintain effective working relationships with supervisors, fellow employees, and the public.

Education/Training: Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance as determined by the City. Example combination includes, but is not limited to high School diploma and one year of experience in the management or coordination of a rideshare program or one year experience with community outreach, which includes program marketing.

License & Certificates: A valid California Class "C" driver's license or equivalent at time of appointment;

SUPPLEMENTAL INFORMATION

Desirable Qualifications: Possession of a valid Employee Transportation Coordinator (ETC) certificate obtained from the Air Quality Management District.